



# Neil Aalto

Sr. Design Leader impassioned to craft amazing interfaces and human interactions

**WORK** [www.neilaalto.com](http://www.neilaalto.com)  
**BIO** [www.linkedin.com/in/neilaa](http://www.linkedin.com/in/neilaa)  
**PHONE** 310.403.2529  
**EMAIL** [neil@fleefromreality.com](mailto:neil@fleefromreality.com)

## I delight, inspire and guide users

towards their goals through thoughtful interaction and disciplined creative execution. I have been passionately doing so for well over 12 years.

I build great relationships through excellent written and verbal communication by listening and hearing team members.

I am productive and efficient, helpful and pleasant while fluidly collaborating with others. I love what I do.

I utilize my vast experience in critical problem solving, asking questions and identifying patterns to create intentional and effective pixel-perfect solutions.

I engage my technical prowess to continually expand my knowledge and craft, learning what I may not know, to complete my tasks.

I lead, mentor, coach and motivate with a clear vision. I take charge and I inspire others to reach their full potential.

*“Good design is clear thinking, made visible.”*

~ Tufte

## EXPERIENCE

### SR. UX PRODUCT DESIGN LEADER 2018 - Now

Alight Health Marketplace - Applying my rare blend of interaction design, visual design and prototyping skills to successfully transform our core product through user-centered design principles. Crafting intuitive and visually stunning solutions across web + mobile. Consistently delivering work on tight schedules, while thriving in a loosely structured organization. Collaborating effectively with cross-functional teams to create solutions that influence the industry, delight customers, elevate our software design to new heights and improve people's lives. Leading a team of three.

### HEAD OF UX & DESIGN / FOUNDING PARTNER 2017 - 2018

PSM14 - Conceptualized and designed user-centered Augmented Reality software solutions for leading clients within the Oil & Gas Industry. Executed on 0>1 with creative UI/UX solutions within the industry's Process Safety Management space.

### SR. UX ENTERPRISE DESIGNER 2015 - 2017

Daqri, LLC. - Creative visionary for Daqri's SAAS Augmented Reality publishing platform & family of mobile client applications (Android, iOS, Linux). Responsible for transforming user goals into intentional & effective design solutions. UX Evangelist for our R&D center. Mentoring + coaching team of three junior designers.

### LEAD UX/UI CONSULTANT 2007 - 2015

A<sup>2</sup>UX Design - Conceptualized, created and delivered user-centered mobile (iOS & Android) software solutions for start-ups to medium-sized businesses. Owned the full product design life-cycle comprised of creative visual, user experience, interaction design and branding services.

### USER EXPERIENCE DESIGNER III 2006 - 2007

YAHOO! - Spearheaded new visual approaches to complex design problems that addressed business, brand, market, and user requirements.

## SKILLS

**Discovery** - Brainstorming 0>1, blue-sky conceptualization, First Principles, sketching. **Design** - Pixel perfect UI/Intuitive UX via Sketch, Figma & Adobe CC. **Prototyping** - Validating via InVision, SwiftUI & Keynote. **Research/Testing** - User behavior insights via FullStory, iPerceptions, UserTesting & paper prototyping.